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Coker Cottons
for 1940

**COKER'S
PEDIGREED
SEED**

BLOOD

WILL TELL



Coker 100 Strain 3, planted April 12th—Photo July 31st.
Leaves stripped to show bolls and type of plant.

A new strain

COKER 100 • Strain 3

BEST IN YIELD, HIGHEST TURNOUT AND LONGEST OF THE COKER 100's

Plant: Erect, semi-determinate, vigorous, 1 to 3 vegetative branches; short, well spaced fruiting branches.

Foliage: Thin, dark green.

Season: Early.

Bolls: Round ovate, slightly pointed; medium 68 to 70 to pound; open wide, fluff beautifully; storm and weather resistant.

Lint Length: $1\frac{1}{8}$ " under good conditions.

Lint Per Cent: 38 to 40%.

Character: Very uniform; excellent.

Production: Highest.

Coker 100, Strain 3 is superior to all Coker 100 cottons in production or seed cotton, lint per cent, length and dependability.

PICKS EASY—WEATHER RESISTANT

It has dark green foliage, slightly thinner than Strain 1 but some heavier than Strain 2. The plants are semi-determinate, more erect than Strain 1 with shorter fruiting branches. These are thickly set with medium large bolls that open wide, fluff and pick easily yet are weather resistant.

UNEQUALLED IN PRODUCTION

Coker 100 Strain 3 is unequalled in production. The reason for our continuous breeding program and the introduction of new strains is strikingly shown by com-

parative records made in the South Carolina Pee Dee Experiment Station 1938 Cotton Variety test of Strains 1, 2 and 3:

	Lbs. of Seed Cotton per Acre	Per Cent Lint	Lbs. of Lint Per Acre	Length
Coker 100 Strain 1	2475.6	37.67	932.5	$1\frac{3}{32}$
Coker 100 Strain 2	2570.0	38.64	993.2	$1\frac{3}{32}$
Coker 100 Strain 3	2664.0	39.36	1048.5	$1\frac{1}{8}$

Coker 100, Strain 3 led the test of 44 well bred varieties and strains both in pounds of seed cotton, pounds of lint and money value per acre.

SEED SUPPLY LIMITED

Because of the splendid record Coker 100 has made throughout the eastern south from Virginia to Arkansas and because of its wide popularity, it is probable that our limited supply of seed will be booked up long before planting time, as was the case with Coker 100 Strains 1 and 2. We have printed our cotton folder earlier than usual in order to give our customers an opportunity of placing their orders for new seed before our anticipated stocks have been booked up.

PRICES: \$12.50 per 100-lb bag; \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. Orders accepted subject to crop out-turn and germination.

A new strain

COKER 200 • Strain 1*

A NEW AND BETTER COKER 100 COTTON OF THE COKER 100 STRAIN 2 TYPE

Plant: Small, determinate, symmetrical; 2 to 4 low set vegetative branches and well spaced fruiting branches.

Foliage: Very thin, leaves small, deeply lobed.

Season: Very early.

Bolls: Medium, 70 to 80 to pound; round ovate, slightly pointed; open wide; fluff beautifully, storm and weather resistant.

Lint Length: $1\frac{3}{32}$ " to $1\frac{1}{8}$ ", same as parent.

Lint Per Cent: 37 to 39%.

Character: Excellent, full bodied, strong.

Production: Excellent.

Coker 200 Strain 1 is a striking new Coker 100 Strain 2 selection; even more uniform in type with thinner foliage and earlier maturity than Strain 2. One is struck with the semi-dwarf, red stemmed, determinate plants; the deeply lobed, small leaves, the profuse fruitage and the lightly colored bronze tipped squares. A thoroughbred cotton with a record in keeping with its pedigree.

HAS NO EQUAL FOR FERTILE SOILS OR CLOSE SPACING

Coker 100 Strain 2, the parent of Coker 200 Strain 1, led the 1937 Pee Dee Experiment Station Test in pounds of seed cotton and ranked 2nd in the 1938 test, being led only by our Coker 100 Strain 3. It has made a similar record in our tests. Coker 200 Strain 1 led its parent in our 1938 Coker 100 Strain test and ranked slightly ahead in the Main test. Due to the small stalk, thin foliage, small, deeply lobed leaves and quick fruitage, Coker 200 Strain 1 has no equal for planting on fertile soils or for close spacing on average to good soils. A still better Coker 100-2.

PRICES: \$12.50 per 100-lb bag; \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. Orders accepted subject to crop out-turn and germination.

* Coker 200 is the name we have given our new line of Coker 100 cottons which come from the small weed, small leaf, extra early Coker 100 Strain 2 blood line. This cotton differs from the Coker 100 Strains 1 and 3 and since we are offering this cotton in addition to our new Coker 100 Strain 3, we have decided on this change in name in order to avoid confusing our customers.



This field of cotton, the parent strain of Coker 200 Strain 1, produced more than 1000 lbs. lint per acre.



Coker-Cleviewilt 7 Strain 2 in our 1938 Variety Test.
Photo made September 15th.

(New strain)

COKER-CLEVEWILT 7

(WILT RESISTANT)

Strain 2

A CLEVEWILT WITH A HIGHER YIELD, LESS LEAF AND A BETTER TURNOUT

Plant: Semi-determinate, vigorous, flat topped, spreading. 2 to 4 vegetative branches—long, well balled fruiting branches.

Foliage: Medium thin (thinner than Cleviewilt 7); leaves turn up at edge admitting more sunlight.

Season: Medium early.

Bolls: Round ovate, 68 to 72 to pound.

Lint Length: $1\frac{3}{32}$ " to $1\frac{1}{8}$ " under good conditions.

Lint Per Cent: 37 to 39%.

Character: Excellent.

Production: Best of all Cleviewilts.

Coker Cleviewilt 7 Strain 2 is a straight selection from Cleviewilt 7, with higher yield, lint per cent, longer staple and thinner foliage. It has the stamina, vigor and high wilt resistance of the parent with the ability to resist adverse conditions and to set and hold a crop in a very short period when conditions are favorable.

A REMARKABLE RECORD

This cotton has made a remarkable record in all tests. In a test of 24 well bred wilt cottons with from

6 to 8 replications each it ranked 3rd in yield and 1st in total value at Blackville; 10th in yield and 3rd in value at Sumter; 5th in yield and 3rd in value at Manning and 1st in yield and 1st in value at Hartsville. It ranked 3rd in yield and 7th in total value in our Main Variety test on non-wilt soil, producing 2,241 pounds of seed cotton per acre. The lint per cent was 38.4 and staple $1\frac{1}{8}$ ". We know of no better cotton for planting on badly infested wilt soils or the lighter sandier lands where toughness and vigor are needed.

PRICES: \$10.00 per 100-lb bag; \$180 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. Orders accepted subject to crop out-turn and germination.

Note: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.

(New strain)

COKER'S 4-IN-1 • Strain 3

(WILT RESISTANT)

BEST OF THE 4-IN-1's IN YIELD AND LINT PERCENT

Plant: Semi-dwarf and determinate, open growing, flat topped; 2 to 4 vegetative branches and medium long fruiting branches.

Foliage: Medium thin.

Season: Early.

Bolls: Round ovate, slightly pointed pendant; open wide, fluff nicely, easy to pick; storm and weather resistant.

Lint Length: $1\frac{3}{32}$ " under good conditions.

Lint Per Cent: 35 to 37%.

Character: Excellent.

Production: Best of the 4 in 1's.

Coker's 4-in-1 cotton has made an enviable record since its introduction in the spring of 1938, both in tests and in fields. It won the first State Prize with a yield of 1,162 lbs. lint per acre, and two first District prizes in the 1938 S. C. 5-Acre Cotton Contest.

BEST RECORD ON WILT LAND

We are continuing our extensive plant to row testing on the worst wilt soils. The new strains are tested in the Manning, Sumter and Hartsville plots. The second year strains are tested on these wilt plots again and seed are planted in the general variety tests on non-wilt soils. The one that makes the best combined record is saved and increased as a new strain. Coker's 4-in-1 Strain 3 has this combined best record.

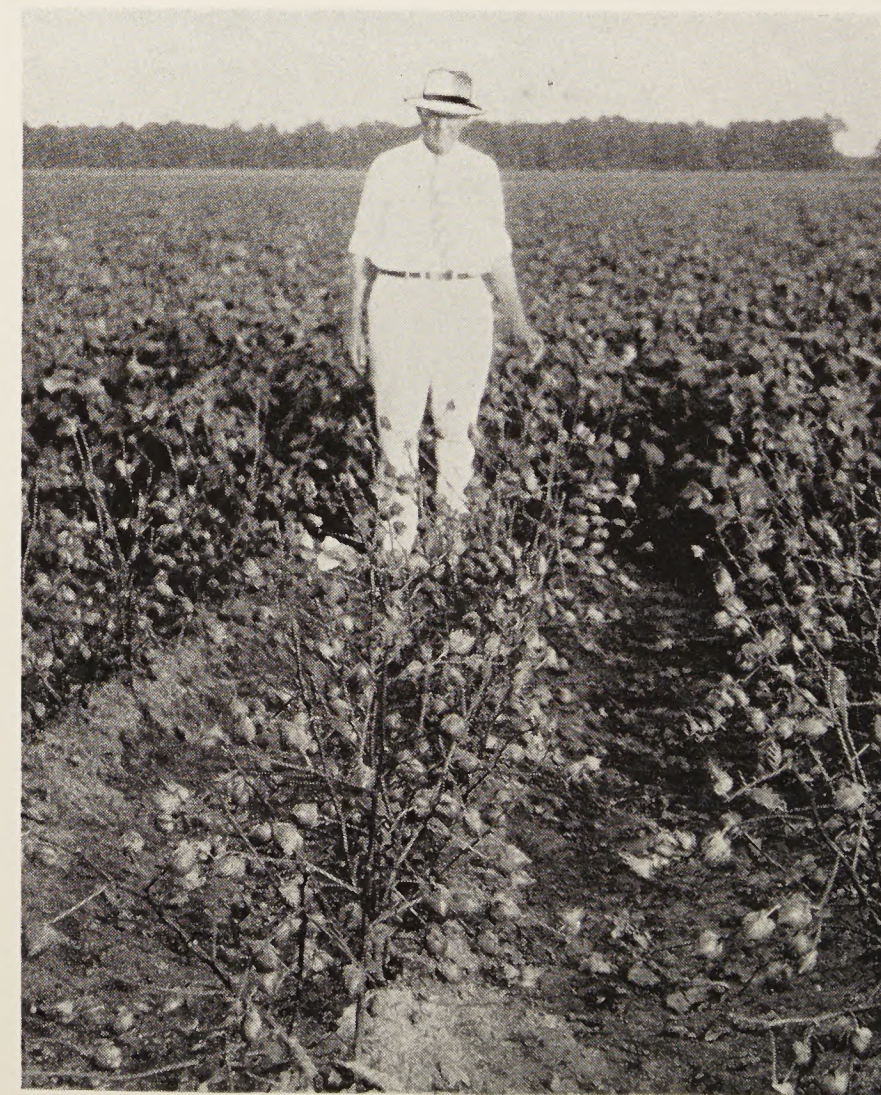
LEADS ALL WILT COTTONS

In the 1938 Pee Dee Experiment Station test it led all wilt cottons in pounds of seed cotton and money value per acre, ranking 8th in the entire list of 44 wilt and non-wilt varieties. It led Strains 1 and 2 in all our wilt tests and in our Main Variety test on non-wilt soil. Its record shows it to be better than either 4-in-1 Strains 1 or 2, as illustrated in the 1938 Pee Dee Station test below:

	Lbs. of Seed Cotton per Acre	Per Cent Lint	Lbs. of Lint per Acre	Length
4-in-1 Strain 1.....	2296.8	34.51	792.6	$1\frac{3}{32}$
4-in-1 Strain 2.....	2302.8	34.87	802.9	$1\frac{1}{8}$
4-in-1 Strain 3.....	2455.2	35.24	865.2	$1\frac{3}{32}$

PRICES: \$12.50 per 100-lb bag; \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. Orders accepted subject to crop out-turn and germination.

Note: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.



Seed Field of Coker's 4-in-1 Strain 3. Planted April 11th.
Photo July 28th. Note open type.

COKER 100 *Strain 2*

Coker 100 Strain 2 is a more dwarf type, smaller leaf, earlier cotton than Coker 100 Strain 1. It averaged 98 pounds of lint per acre more than Strain 1 in our 1937 test and 70 pounds more in our 1938 test. It is an excellent cotton for the medium to heavy grades of non-wilt cotton land.

The lint length averages from $1\frac{3}{32}$ " to $1\frac{1}{8}$ " under good conditions. Lint per cent, 36 to 38. Bolls are of medium size, average from 70 to 80 to pound. Round ovate, slightly pointed, open wide and fluff beautifully—storm and weather resistant.

PRICES \$7.50 per 100-lb bag; \$135 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. Orders accepted subject to crop out-turn and germination.

COKER'S 4-IN-1 *Strain 2* (WILT RESISTANT)

Coker's 4-in-1 Strain 2 is a high yielding, early maturing wilt resistant cotton of medium size stalk and medium leaf. It has all the good qualities of 4-in-1 Strain 1 and in addition is a few days earlier, more uniform in type with a smaller leaf, slightly larger boll and higher lint per cent.

It combines the earliness and thin foliage of its Foster parent and the high yield and vigor and wilt resistance of its other parent, Cleve-wilt. Bolls average 68 to 72 to pound. Lint length $1\frac{1}{16}$ " to $1\frac{3}{32}$ " under good conditions. The lint turnout, 35.5 to 37.5.

Because of its excellent yield record, it is a desirable cotton for planting on either wilt or non-wilt soils.

PRICES: \$7.50 per 100-lb bag; \$135 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed treated with Ceresan. Orders accepted subject to crop out-turn and germination.

Note: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.

COKER-CLEVEWILT *Strain 7* (WILT RESISTANT)

Cleve-wilt Strain 7 is a tough, dependable, highly wilt resistant Cleveland cotton. It is particularly well suited for planting on badly infested wilt lands or thin soil where a vigorous grower is needed. It is the earliest of the Cleve-wilts except Cleve-wilt 7 Strain 2.

Bolls average 70 to 76 to pound. Lint length, $1\frac{1}{16}$ " to $1\frac{3}{32}$ " under good conditions. Lint per cent, 37 to 39.

PRICES: \$6.00 per 100-lb bag; \$110 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. Orders accepted subject to crop out-turn and germination.

Note: Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.

A new strain

Coker-Wilds 11

Plant: Semi-dwarf, open, 1 to 3 vegetative branches, well spaced fruiting branches.

Foliage: Thinnest of the Wilds Strains.

Season: Very early.

Bolls: Round ovate, slightly pointed, 65 to 70 to pound. Open wide, fluff beautifully; storm resistant; looks and picks like short cotton.

Lint Length: $1\frac{3}{8}$ " to $1\frac{1}{2}$ " under good conditions.

Production: Excellent.

Lint Per Cent: 33 to 35%.

Character: Best—strong—silky.

In Wilds 11, we have to offer the best long staple cotton that we have ever bred, tested or introduced. It traces its ancestry back to the now famous Wilds 8 line but is as superior to Wilds 8 as the 8 was to the previous Wilds strains. It sets a crop quicker than any variety tested.

708 lbs. Lint—\$154.50 Value

In the 1938 test it produced 2,076 pounds seed cotton and 708 pounds of lint per acre and led the test in money value with \$154.50 per acre, the next highest being \$136.75.

It is superior in earliness, yield, staple, weather resistance and money value to all other Wilds strains.

PRICES: \$12.50 per 100-lb bag; \$200 per ton, f.o.b. Hartsville, S. C., and Memphis, Tenn. All seed are treated with Ceresan. Orders accepted subject to crop out-turn and germination.

Coker-Wilds 10

Coker-Wilds 10 is the earliest maturing and thinnest foliated of all Wilds strains except Wilds 11. The staple averaging under good conditions $1\frac{3}{8}$ " to $1\frac{1}{2}$ " is the same as Wilds 9 and $\frac{1}{32}$ " to $\frac{1}{16}$ " longer than Strain 8. Its flat topped, medium open type and semi-dwarf stalk combine to make it an excellent cotton for fertile soils. See Price List.



Coker-Wilds 11. Planted April 14th—Photo July 29th.
Note dwarf type, large bolls and heavy fruitage.

ORDER BLANK

COKER'S PEDIGREED SEED CO.,
Hartsville, S. C.

Gentlemen:

Please reserve the following cotton seed for me. I understand that this order is booked subject to crop out-turn and germination tests:

_____ bags Coker 100 Strain 3 @ \$12.50 \$_____
(\$200 per ton)

_____ bags Coker 200 Strain 1 @ 12.50 \$_____
(\$200 per ton)

_____ bags Coker 100 Strain 2 @ 7.50 \$_____
(\$135 per ton)

_____ bags Coker's 4-in-1 St. 3 @ 12.50 \$_____
(\$200 per ton)

_____ bags Coker's 4-in-1 St. 2 @ 7.50 \$_____
(\$135 per ton)

_____ bags Clewewilt 7 St. 2 @ 10.00 \$_____
(\$180 per ton)

_____ bags Clewewilt 7 St. 1 @ 6.00 \$_____
(\$110 per ton)

_____ bags Coker-Wilds 11 @ 12.50 \$_____
(\$200 per ton)

_____ bags Coker-Wilds 10 @ 10.00 \$_____
(\$180.00 per ton)

NAME _____

ADDRESS _____

SHIPPING ADDRESS _____

() Ship Seed when ready.

() Ship Seed on _____, 19_____.
Date

Ship by: () Freight () Express

The 5 new cottons are shown in black face type.
Cotton seed bagged 100 lbs. per bag.

5% discount allowed from these prices for remittance with order or payment by January 1st. Seed to be shipped when ready.

Coker Cottons Win All Prizes in the 1938 South Carolina 5-Acre Cotton Contest

Since 1926, when the S. C. Five-Acre Cotton Contest was inaugurated, Coker Cottons have won every First State Prize, with one single exception, and in 1938 topped this enviable record by making a clean sweep, winning every State and District prize and the entire \$2,000.00 prize money.



THE 1938 SOUTH CAROLINA 5-ACRE COTTON CONTEST WINNERS

State Prizes

- No. 1. First Prize—M. H. O'Neal, Estill, \$750.00—Hampton County; 5,810 lbs. of lint; Coker's 4-in-1 Cotton; staple length $1\frac{1}{32}$ ".
- No. 2. Second Prize—H. C. Coward, Aiken, \$275.00—Aiken County; 5,672 lbs. of lint; Coker's 100 Cotton; staple length $1\frac{1}{32}$ ".

Lower District Prizes

- No. 3. First Prize—E. O. Lightsey, Miley, \$200.00—Colleton County; 5,375 lbs. of lint; Coker's 4-in-1 Cotton; staple length $1\frac{1}{32}$ ".
- No. 4. Second Prize—J. S. Brown, St. George, \$125.00—Dorchester County; 4,880 lbs. of lint; Coker 100 Cotton; staple length $1\frac{1}{32}$ ".

Middle District Prizes

- No. 5. First Prize—R. O. Rickenbaker, Orangeburg, \$200.00—Orangeburg County; 5,470 lbs. of lint; Coker's 4-in-1 Cotton; staple length $1\frac{1}{32}$ ".
- No. 6. Second Prize—H. H. Herlong, Johnston, \$125.00—Edgefield County; 5,335 lbs. of lint; Coker-Clevewilt No. 6; staple length 1 inch.

Upper District Prizes

- No. 7. First Prize—Clyde K. Laney, Cheraw, \$200.00—Chesterfield County; 4,690 lbs. of lint; Coker 100 Cotton; staple length $1\frac{1}{16}$ ".
- No. 8. Second Prize—W. J. Verdin, Greenville, \$125.00—Greenville County; 4,645 pounds of lint; Coker 100 Cotton; staple length $1\frac{1}{32}$ ".

Above Numbers Correspond with Numbers in Photo

To Our Farmer Friends

We cordially invite you to come to Hartsville to see our work in cotton breeding. Our cottons are now well ahead of normal in growth and fruitage due to excellent seasons and we are therefore issuing our annual invitation at this time. We hope that you can be with us at the earliest date that you find convenient.

The five superior new strains of cotton which we will offer for sale next season and our other standard varieties can be seen in large increase fields. We are offering two new strains of Coker 100, one which we have named Coker 200, Strain 1, which has a smaller weed, thinner foliage and is earlier than Strain 2—the other, Coker 100, Strain 3, which is more vigorous, has a longer staple and higher lint per cent; also, a new strain of our wilt resistant 4-in-1 cotton, which is more wilt resistant and has a better yield record; a superior Cleve-wilt Strain 7 selection and a longer, thinner foliated and earlier Wilds cotton.

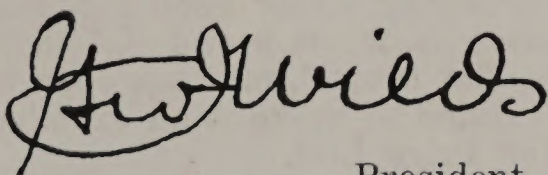
Our vast layout of cotton breeding work including variety tests, plant to rows, and first and second year increase blocks are at an interesting stage. The results of our wilt breeding work can also be seen to good advantage now.

You will be interested in seeing our extensive tobacco breeding experiments, our effective weevil control methods, corn breeding tests, soy bean varieties, a disease resistant sugar cane and one of the South's outstanding Guernsey herds.

We will do our best to make your visit both pleasant and profitable regardless of the number in your group and will appreciate your writing us a few days in advance of your trip so that we may have a man available to show you around and may have on hand an adequate supply of delicious Darlington County water-melons.

Very truly yours,

Aug. 1, 1939.



President.

HOW GROWING CONDITIONS AFFECT YOUR COTTON

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility, culture and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or poor conditions will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

COKER'S PEDIGREED SEED COMPANY

HARTSVILLE, SOUTH CAROLINA